



# Coastal Glocalization

*NAVIGATING GLOBAL-LOCAL  
DYNAMICS IN MARINE TOURISM*



Amirullah, Hasrul, Nurmila, Nasrullah Nur, & Alfianingsih

UNDANG-UNDANG REPUBLIK INDONESIA  
NOMOR 28 TAHUN 2014  
TENTANG HAK CIPTA

PASAL 113  
KETENTUAN PIDANA

- (1) Setiap orang yang dengan tanpa hak melakukan pelanggaran hak ekonomi sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf i untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 1 (satu) tahun dan/atau pidana denda paling banyak Rp. 100.000.000,00 (seratus juta rupiah).
- (2) Setiap orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf c, huruf d, huruf f, dan/atau huruf g untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 3 (tiga) tahun dan/atau pidana denda paling banyak Rp. 500.000.000,00 (lima ratus juta rupiah).
- (3) Setiap orang yang dengan tanpa hak dan/atau tanpa izin Pencipta atau pemegang Hak Cipta melakukan pelanggaran hak ekonomi Pencipta sebagaimana dimaksud dalam Pasal 9 ayat (1) huruf a, huruf b, huruf e, dan/atau huruf g untuk Penggunaan Secara Komersial dipidana dengan pidana penjara paling lama 4 (empat) tahun dan/atau pidana denda paling banyak Rp 1.000.000.000,00 (satu miliar rupiah).
- (4) Setiap orang yang memenuhi unsur sebagaimana dimaksud pada ayat (3) yang dilakukan dalam bentuk pembajakan, dipidana dengan pidana penjara paling lama 10 (sepuluh) tahun dan/atau pidana denda paling banyak Rp. 4.000.000.000,00 (empat miliar rupiah)

**COASTAL GLOCALIZATION:  
NAVIGATING GLOBAL-LOCAL DYNAMICS IN MARINE TOURISM**

**Amirullah  
Hasrul  
Nurmila  
Nasrullah Nur  
Alfianingsih**

**2026**



**PENERBIT AGMA**

# COASTAL GLOCALIZATION: NAVIGATING GLOBAL-LOCAL DYNAMICS IN MARINE TOURISM

---

**Authors:**

Amirullah  
Hasrul  
Nurmila  
Nasrullah Nur  
Alfianingsih

**ISBN: 978-634-7063-63-2**

**Editor:**

Widya Karmila Sari Achmad

**Cover Designer:**

Tim Agma Kreatif Indonesia

**Layout Designer:**

Tim Agma Kreatif Indonesia

**Cover Source:**

Canva

Published Oleh:

**AGMA (IKAPI Member No: 054/SSL/2023)**

**Editorial Office:**

PT. AGMA KREATIF INDONESIA  
Jl. Dirgantara, Kel. Mangalli, Kec. Pallangga,  
Kab. Gowa, Sulawesi Selatan. 92161  
Telp: (0411) 8201421, HP/WA: 08114489177  
Web: [penerbitagma.com](http://penerbitagma.com) / [book.penerbitagma.my.id](http://book.penerbitagma.my.id)  
Email: [agma.myteam@gmail.com](mailto:agma.myteam@gmail.com)



First Editon, January 2026

Copyright Protected by Law

*All Rights Reserved*

No part of this book may be reproduced in any form or by any means without written permission from the author and publisher.

---

Amirullah, Hasrul, Nurmila, Nasrullah Nur, Alfianingsih. (2026). *Coastal Glocalization: Navigating Global-Local Dynamics In Marine Tourism*. Gowa: Penerbit Agma

viii + 108; 15,5 x 23 cm

ISBN 978-634-7063-63-2 (PDF)



9 786347 063632

# PREFACE

*Alhamdulillah* *rabbil 'ālamīn*. All praise and gratitude are due to Allah SWT for His blessings, mercy, and guidance, through which this book, entitled ***Coastal Glocalization: Navigating Global-Local Dynamics in Marine Tourism***, has been successfully completed. Without His permission and assistance, the process of preparing this book would not have been possible.

The development of marine tourism in the era of globalization presents increasingly complex dynamics. Global forces that bring investment, technology, and human mobility interact directly with local coastal spaces that possess distinctive ecological, social, and cultural characteristics. This situation demands management approaches that go beyond economic growth alone and embrace environmental sustainability while strengthening local identity and community participation. Within this context, the concept of *glocalization* emerges as a critical perspective for understanding and managing global and local relations in a more adaptive and equitable manner.

This book is written as an academic endeavor to examine coastal tourism through the lens of glocalization, with the Bira coastal area serving as the primary case study. The discussion begins by mapping the global landscape of marine tourism and its associated challenges, followed by a comprehensive conceptual framework on glocalization and sustainable tourism governance. The historical and cultural dimensions of maritime heritage are explored through the legacy of the Phinisi, which represents coastal identity and local wisdom amid global influences.

The methodological approach is systematically presented through qualitative research, forming the foundation for analyzing the

geographical and socio-economic conditions of the Bira region. The book further examines global–local interactions and the transformations they generate, including sustainability challenges and issues related to ecological integrity. In its final sections, the book emphasizes the importance of collaborative governance and inclusive development as key pillars for the future of coastal tourism in Bira.

The author acknowledges that this book is not without limitations. Therefore, constructive feedback and suggestions are highly welcomed for the improvement of this work in the future. It is sincerely hoped that this book will contribute to the advancement of academic discourse, serve as a reference for policymakers and tourism practitioners, and inspire sustainable and equitable marine tourism management practices.

Finally, may this book provide benefits and blessings, and become part of a collective effort to preserve coastal and marine environments as a trust (*amanah*) from Allah SWT for present and future generations.

Makassar, January 2026

Authors

# TABLE OF CONTENT

HALAMAN SAMPUL → III

KATA PENGANTAR → V

DAFTAR ISI → IX

CHAPTER 1 THE GLOBAL WAVE: NAVIGATING THE LANDSCAPE OF  
MARINE TOURISM. → 1

CHAPTER 2 CONCEPTUALIZING GLOCALIZATION AND  
SUSTAINABLE TOURISM GOVERNANCE → 9

CHAPTER 3 THE MARITIME LEGACY: PHINISI AND COASTAL  
IDENTITY → 21

CHAPTER 4 SCIENTIFIC INQUIRY: A QUALITATIVE PATH. → 31

CHAPTER 5 THE GEOGRAPHICAL AND SOCIO-ECONOMIC  
LANDSCAPE OF BIRA. → 39

CHAPTER 6 TRANSFORMING BIRA THROUGH GLOBAL LOCAL  
INTERACTIONS AND STRATEGIC PATHWAYS FOR  
SUSTAINABILITY → 49

CHAPTER 7 NAVIGATING SUSTAINABILITY CHALLENGES AND  
ECOLOGICAL INTEGRITY IN BIRA COASTAL TOURISM.  
→ 63

CHAPTER 8 TOWARDS COLLABORATIVE GOVERNANCE AND  
INCLUSIVE DEVELOPMENT IN BIRA → 77

CHAPTER 9 CONCLUSION AND STRATEGIC RECOMMENDATIONS  
FOR THE FUTURE OF BIRA. → 89

REFERENCES. → 99